



Update on Public Comments for 2015 National Content Test (NCT)

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U.S. Census Bureau

**Presentation for National Advisory Committee
on Racial, Ethnic, and Other Populations
Suitland, MD (March 26, 2015)**

Overview of the 2015 NCT

- Census Day of September 1, 2015
- Use a large nationally representative sample, including Puerto Rico
- Evaluate and compare different census content, including race and Hispanic origin, relationship, and within-household coverage
- Refine estimates of national self response and Internet response rates and continue testing different contact strategies for optimizing self response
- Conduct content reinterview that includes a subsample of respondents, to measure accuracy of race/origin and coverage

2015 National Content Test

Content

- Race & Hispanic Origin
- Relationship
- Within-Household Coverage

Contact Strategies

- Nine strategies for optimizing self response

Develop 2020 census that is cost-effective, improves coverage, and reduces operational risk.

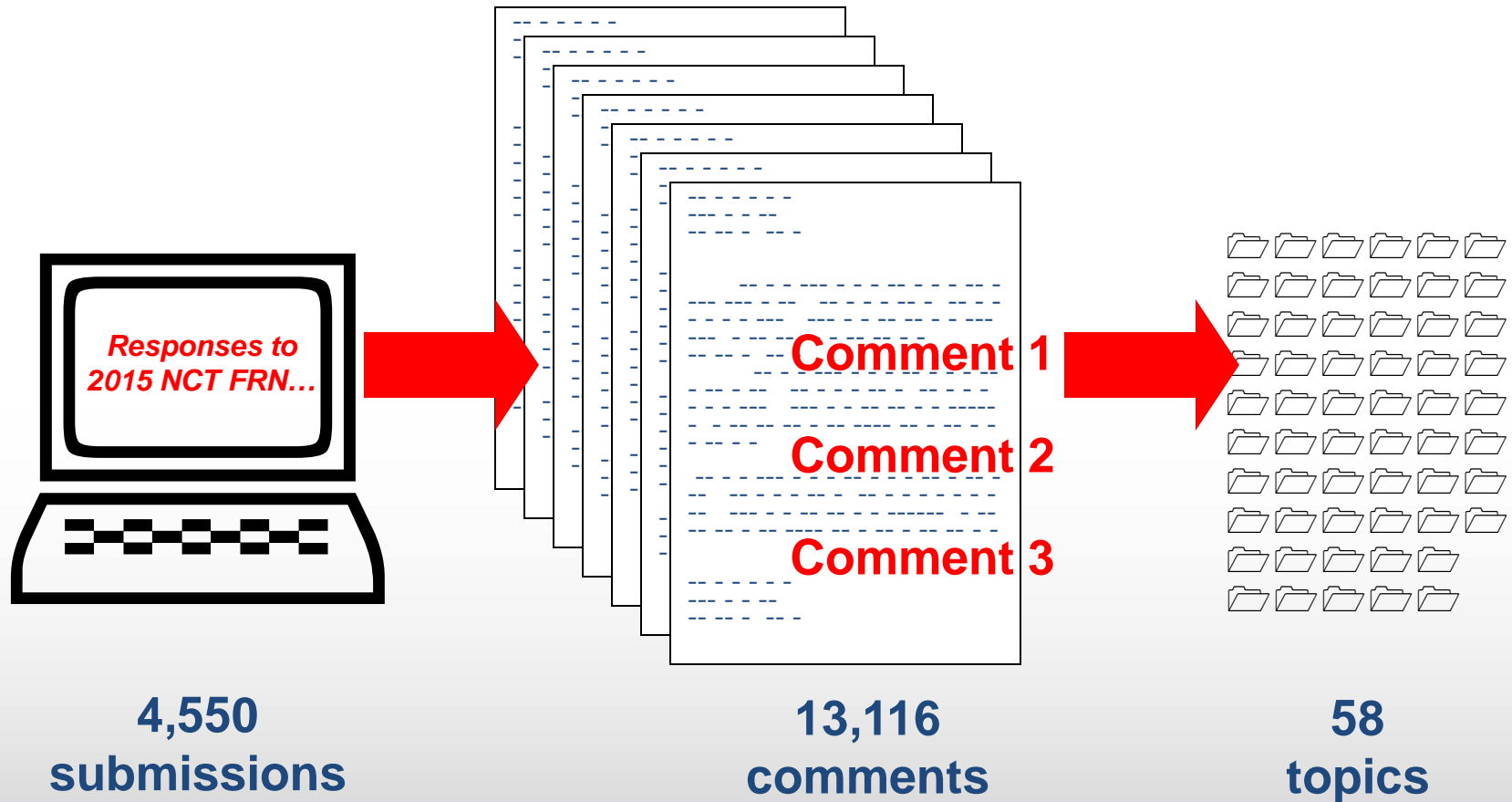
Public Comments on the 2015 NCT Federal Register Notice (FRN)

- Notice for public comment published in the *Federal Register* on December 2, 2014
- Census Bureau alerted members of National Advisory Committee and hundreds of other stakeholders, advisors, and community leaders to the release of the FRN
- Shared message during public briefings
- Helped elicit public comments on 2015 NCT research plans

Federal Register Notice on 2015 NCT

- Presented overall objectives for the 2015 NCT
- Described major research dimensions for 2020 Census content (race and ethnicity, relationship, and within-household coverage)
- Requested public feedback on research plans
- All comments were reviewed and addressed in submission of 2015 NCT testing plans for U.S. Office of Management and Budget (OMB)
- Responses to comments will be made public

Public Comments on 2015 NCT FRN



Public Comments on 2015 NCT FRN

Major Topic Areas for Public Comments	Number of Comments	Percent
TOTAL (from 4,550 submissions)	13,116	100.0%
• Middle Eastern or North African Category	12,293	93.7%
• Race and Ethnicity	265	2.0%
• Relationship	13	0.1%
• Within-Household Coverage	96	0.7%
• Web-Based Data Collection; Contact Strategies	104	0.8%
• Sample Design	82	0.6%
• Language Assistance	258	2.0%
• Comments Not Related to Scope of 2015 NCT	5	0.0%

Note: Percentages do not add to 100.0 due to rounding.

Comments on Testing a Middle Eastern or North African Category

Received 4,509 submissions related to testing a “Middle Eastern or North African” (MENA) category

Submissions included 12,293 comments, covering 11 topics

- 4,473 comments expressed strong support for testing MENA; 15 comments did not support testing MENA
- 3,727 comments expressed strong disagreement with the classification of MENA as “White”
- 3,301 comments advised that MENA is racially diverse
- 737 comments on which countries or ethnic groups to include or exclude as MENA

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Comments on Testing a for Race and Ethnicity Questions

Received 40 submissions related to race and ethnicity testing

Submissions included 265 comments, covering 22 topics

- Concern disaggregated data for Native Hawaiians and Other Pacific Islanders (NHPI) will not be published (101 comments)
- Retention of detailed Asian and NHPI checkboxes; quality of data for detailed Hispanic groups (102 comments)
- Support for combined question approach (33 comments)
- American Indians and Alaska Natives – instructions and separate question on tribal enrollment (3 comments)

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Public Comments on 2015 NCT FRN

Additional topics within submissions

- Support for testing same-sex relationship categories (11 comments)
- Test within-household coverage beyond the Internet (80 comments)
- Develop strong mobile platform (81 comments)
- Oversample various small populations (82 comments)

Public Comments on 2015 NCT FRN

Comments on language assistance

- Provide language assistance in multiple languages (84 comments)
- Include specific Asian languages (80 comments)
- Ensure there are high-quality translations (80 comments)

Public Comments on 2015 NCT FRN

Comments not related to scope of 2015 NCT

- Oppose the use of administrative records data in place of nonresponse followup (1 comment)
- Add questions on sexual orientation and gender identity (1 comment)

Summary

- Responses to public comments are under review
- U.S. Office of Management and Budget will review as part of clearance process
- Responses will be made public later this year
- Continue cognitive testing and finalize plans
- Continue to meet with stakeholders and advisors
- Building strong foundation for the 2020 Census

QUESTIONS?

1. Do you need clarification on any of the FRN public comment topics we presented today?
2. Do you have suggestions for outreach opportunities with other stakeholders on how we are addressing the public comments in the 2015 NCT and other future research?
3. Do you have questions about the next steps for the FRN?